



WLOS Asheville  
110 Technology Dr  
Asheville, NC 28803

Innovative Advertising-Mandeville  
4250 Hwy 22  
Mandeville, LA 70471

## Contract # 1398419

**Schedule Dates** 10/24/12-11/02/12  
**Advertiser** North Carolina Supreme Court (74597)  
**Agency** Innovative Advertising-Mandeville (13092)  
**Product** POLITICAL ISSUE (ns) (1187)  
**Brand** NC SUPREME COURT GREENSBORO CAMP (47971)  
**Salesperson** HOUSE-ASHEVILLE, WLOS/WMYA (1552)  
**Sales Office** WLOS/WMYA/ILOS/IMYA  
**Buyer Name** Guerra ,Heidi  
**Phone/Fax** (985) 377-7161 / (985) 377-7118  
**CPE** N/A  
**Account Types** Local/Political Issue Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments**

**Date Entered** 10/23/12  
**Last Modified** 10/23/12  
**Entered By** Jamie Aynes  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$3,956.25  
**Net Total** \$22,418.75  
**Sales Tax**

## Asheville (WLOS)

By Broadcast Month	Spots	Rate
Oct. 2012	26	\$12,945.00
Nov. 2012	18	\$13,430.00
<b>Grand Total:</b>	<b>44</b>	<b>\$26,375.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	10/24/12-10/26/12	3	:30	4:30A- News-News 13 @ 430a	3			X	X	X			3	\$40.00	\$120.00	Asheville (WLOS)		10/23/12
2.0	Normal Line / News	10/29/12-11/02/12	3	:30	4:30A- News-News 13 @ 430a	2	X	X	X	X	X			2	\$40.00	\$80.00	Asheville (WLOS)		10/23/12
3.0	Normal Line / News	10/24/12-10/26/12	3	:30	5A- News-News 13 Early 5am	3			X	X	X			3	\$200.00	\$600.00	Asheville (WLOS)		10/23/12
4.0	Normal Line / News	10/29/12-11/02/12	3	:30	5A- News-News 13 Early 5am	2	X	X	X	X	X			2	\$200.00	\$400.00	Asheville (WLOS)		10/23/12
5.0	Normal Line / News	10/24/12-10/26/12	3	:30	5:28A- News-News 13 Early 530a	3			X	X	X			3	\$300.00	\$900.00	Asheville (WLOS)		10/23/12
6.0	Normal Line / News	10/29/12-11/02/12	3	:30	5:28A- News-News 13 Early 530a	2	X	X	X	X	X			2	\$300.00	\$600.00	Asheville (WLOS)		10/23/12
7.0	Normal Line / News	10/24/12-10/26/12	3	:30	8A- ABC-Good Morning America	3			X	X	X			3	\$600.00	\$1,800.00	Asheville (WLOS)		10/23/12
8.0	Normal Line / News	10/29/12-11/02/12	3	:30	8A- ABC-Good Morning America	2	X	X	X	X	X			2	\$600.00	\$1,200.00	Asheville (WLOS)		10/23/12
9.0	Normal Line / News	10/24/12-10/26/12	3	:30	11:58:41A- News-News 13 at Noon	3			X	X	X			3	\$400.00	\$1,200.00	Asheville (WLOS)		10/23/12

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10.0	Normal Line / News	10/29/12-11/02/12	3	:30	11:58:41A- News-News 13 at Noon	2	X	X	X	X	X			2	\$400.00	\$800.00	Asheville (WLOS)		10/23/12
11.0	Normal Line / SPOT	10/24/12-10/26/12	3	:30	4:00:30P- Katie	3			X	X	X			3	\$175.00	\$525.00	Asheville (WLOS)		10/23/12
12.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	4:00:30P- Katie	2	X	X	X	X	X			2	\$175.00	\$350.00	Asheville (WLOS)		10/23/12
13.0	Normal Line / Prime Premium	10/29/12-10/29/12	3	:30	7:58P- ABC-Dancing With The Stars (Monday)		1							1	\$4,000.00	\$4,000.00	Asheville (WLOS)		10/23/12
14.0	Normal Line / News	10/24/12-10/26/12	3	:30	5:28P- News-News 13 at 5:30p	3			X	X	X			3	\$700.00	\$2,100.00	Asheville (WLOS)		10/23/12
15.0	Normal Line / News	10/29/12-11/02/12	3	:30	5:28P- News-News 13 at 5:30p	2	X	X	X	X	X			2	\$700.00	\$1,400.00	Asheville (WLOS)		10/23/12
16.0	Normal Line / SPOT	10/24/12-10/26/12	3	:30	6:58:50P- Wheel of Fortune	2			X	X	X			2	\$900.00	\$1,800.00	Asheville (WLOS)		10/23/12
17.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	6:58:50P- Wheel of Fortune	2	X	X	X	X	X			2	\$900.00	\$1,800.00	Asheville (WLOS)		10/23/12
18.0	Normal Line / Prime	10/29/12-10/29/12	3	:30	10:01P- ABC-Castle (Monday)		1							1	\$2,800.00	\$2,800.00	Asheville (WLOS)		10/23/12
19.0	Normal Line / Prime	10/24/12-10/24/12	3	:30	8P- 9P (EST)				1					1	\$1,500.00	\$1,500.00	Asheville (WLOS)		10/23/12
20.0	Normal Line / Prime	10/25/12-10/25/12	3	:30	7:58P- ABC-Last Resort (Thursday)					1				1	\$1,000.00	\$1,000.00	Asheville (WLOS)		10/23/12

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21.0	Normal Line / Prime	10/25/12-10/25/12	3	:30	10:02P- ABC-Scandal (Thursday)					1				1	\$1,400.00	\$1,400.00	Asheville (WLOS)		10/23/12

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